

Elonide Semmes
President
Right Hat, LLC

Elonide Semmes founded Right Hat, LLC after spending more than 25 years helping professional service firms better articulate their intangible value. She works with law firms, commercial real estate developers and other professional service firms on a full range of marketing services from strategy to creative implementation including Web sites, brochures, e-publishing and advertising. Her clients have included Foley Hoag, ALM (formerly American Lawyer Media), Shearman & Sterling, Winston & Strawn, O'Melveny & Myers, Hogan & Hartson and Miller Chevalier and K&L Gates.

Prior to Right Hat, Elonide was the director of the Professional Services Practice at PARTNERS+simons, a Boston advertising agency and a principal in the marketing design firm of Greenfield/Belser. While at Greenfield/Belser, she worked with more than 65 law firms on a full range of marketing communications materials, as well as overseeing the creation of award winning Web sites.

Elonide was also an in-house marketing director at Arthur Andersen and Beers & Cutler, one of the largest independent accounting firms in the Washington, DC area. While at Arthur Andersen, she worked on national product rollouts for Andersen's financial consulting services group, their involvement with the White House Counsel on Small Business, as well as major initiatives in the healthcare industry. By the time she left, in 1988, she was Director of Marketing for the firm's offices in Central Florida.